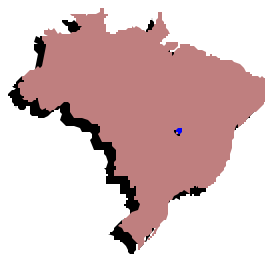


Trade Mission to Brazil

(Limited to 10 companies)



USDA/FAS-SPONSORED TRADE MISSION TO SAO PAULO

September 10-13, 2003

continuing on to

SIAL MERCOSUL/ABRAS TRADE SHOW IN RIO

September 15-18

- Are you a U.S. exporter of consumer-ready foods, organic products, or a distributor or trading company interested in selling products to the retail sector in South America's most populous nation?
- Are you a U.S. exporter of food ingredients interested in the largest food processing market in South America?
- Do you want to learn how to break into the largest market in South America?

Why Go to Brazil?

- Brazil is the tenth largest economy in the world and the largest economy in South America.
- Brazil imported \$60 million in consumer-ready products from the U.S. in 2002.
- Brazil has the largest population in South America. Approximately 10 million affluent consumers buy imported products.
- The U.S. is the #1 tourist destination for Brazilians traveling abroad. Brazilians know the quality, safety, and variety of U.S. products.
- Convenience foods are becoming more important; 40 percent of Brazilian women are in the labor force.

Why Participate in an FAS-sponsored Trade Mission? You will:

- Meet top importers and supermarket buyers.
- Go on guided site tours of supermarkets and other retail sites.
- Promote your products at a reception with qualified buyers hosted by the American Consul General.
- Listen to briefings by the supermarket association, the food processors' association, and other industry experts.
- Make contacts with four qualified trading partners at pre-arranged one-on-one meetings.
- Exhibit your products at the USDA/FAS booth at SIAL Mercosul/ABRAS and meet buyers from all over South America.
- Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

Application Deadline: August 1, 2003 (application form by request)

Cost: ~~\$600.00~~ \$500.00 if you sign up by July 18!

(Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidentals.)

Contact: Shani.Zebooker@usda.gov or Mark.Ford3@usda.gov
 (202) 720-2075 (202) 720-7417

ABOUT SIAL MERCOSUL/ABRAS

SIAL Mercosul/ABRAS is South America's largest trade show focusing on the supermarket industry. Mission participants will be able to display their products in the FAS booth at no extra charge. To rent a full booth, please contact Teresina Chin at (202) 720-9423 or Teresina.Chin@usda.gov.

BEST PRODUCT PROSPECTS

Dairy products including cheese, casein and whey, snack foods, processed organic products, health foods, kosher products, infant products, rice, flour, salmon, breakfast cereals, pancake mix and waffles, sunflower seed oil and canola oil, soups and condiments, wine, beer and spirits, jams and jellies, ready-to-eat desserts, and pet foods.



Upscale, gourmet, and specialty products are also well suited to the market.



Trade Mission and Show Brazil



(Subject to Change)

Wednesday, September 10 First Day of Mission	Arrive in Sao Paulo by noon. Brief orientation meeting at hotel. Set up Tabletop/product display exhibit Tabletop/product display with qualified buyers at the Evening reception hosted by Consul General.
Thursday, September 11	Speakers' Program: <ul style="list-style-type: none">• Overview of Brazilian market• "The State of Brazilian Food Processing" Brazilian Food Processors Association (ABI A)• "How We See the Retail Food Industry" ConAgra• "Market Structure and Retail Practices," APAS (Sao Paulo State Supermarket Association)• "Clearance Practices Dos & Don'ts" Food Design (Food Consultant) No-host lunch Depart hotel for supermarket tours.
Friday, September 12	Four one-on-one meetings with qualified trading partners
Saturday, September 13	Additional time for follow-up meetings Travel to Rio de Janeiro
Sunday, September 14	Booth set-up at Sial Mercosul/ABRAS
Monday, September 15 First day of SIAL/ABRAS	Show hours: 2:00 pm to 10:00 pm
Tuesday, September 16	Show hours: 2:00 pm to 10:00 pm
Wednesday, September 17	Show hours: 2:00 pm to 10:00 pm
Thursday, September 18	Closing Day of show